

Powder Point Sports: ski style and performance

BY SANDRA HIGGINS
CLIPPER REPORTER

A few years ago, lifelong skiers David Urban and his sister Christy Strawbridge both found themselves unable to find an ideal ski pant on the market, so the entrepreneurs decided to make their own. Inspired by their parents, who met skiing in Austria, the brother-sister duo designed, tested and, of course, skied (lots!) to make sure their pants were the best on the market. After two years, they were satisfied and Powder Point Sports was born offering pants that are warm, comfortable, fashionable and fun. "These are the best pants on the mountain, hands down," says Urban, who lives in Denver, CO. He explained that recent improvements in softshell fabric technology have allowed them to put out a high quality product that stands out from the crowd. "We wanted to make something that was comfortable, flattering and warm," adds Strawbridge, a Duxbury resident. "The result is our amazing pants that transition easily from the slopes to après ski, turning heads wherever you go." Made in Denver of Dyntex, a waterproof, breathable, softshell material, Powder Point Sports pants are comfortable to wear and the perfect fabric to control your temperature in all mountain conditions. "Think heavy yoga pants with a fleece lining," explains Strawbridge, who adds that the women's pants form to the body after a few wears for a snug, flattering fit.

Inspired by mogul skiers in the 1980s, the men's line has more wiggle room and features colorful images on the knees such as flags and a happy face.

Urban notes that they are looking forward to offering customizable designs soon. "We are on the cutting edge of this and it will allow people to get creative. The slopes are going to look a lot more interesting next year," he predicts.

Women's pants feature a stripe down the side with designs like patterned tuxedo stripes, stars and a double black diamond. All graphics are baked into the fabric using a process called sublimation, explains Strawbridge, so the print is absorbed into the fabric and therefore doesn't fade easily, wear off or add any weight.



(L to R): Kim Wiemeyer, Drew Strawbridge, Christy Strawbridge, David Urban, Andy Wiemeyer, Sean Teare and Phoebe Teare. Photo stylist: Maria Fawcett.

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